What is Claimed is:

1.   A method of selecting advertisements for display on and/or adjacent to a plurality of self-service terminals comprising the steps of:

(a)   collecting environment data related to the environment of each terminal such as its location and/or the nature of businesses nearby the terminal;

(b)   collecting transaction data related to the type and time of transactions carried out at the terminal; and

(c)   storing the collected data in a data warehouse.

2.   A method according to claim 1, further comprising the step of:

(d)   collecting advertising data related to the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times.

3.   A method according to claim 1, wherein the plurality of terminals are distributed across more than one deployer network.

4.   A method according to claim 1, wherein the data is collected and stored in real time or near real time.

5.   A method according to claim 2, further comprising the step of :

(e)   querying the data warehouse to determine the relationship between the effectiveness of an advertisement and the terminal on or adjacent which it is displayed.

6. A method according to claim 5, wherein the effectiveness of an advertisement is measured by determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

7. A method according to claim 2, further comprising the steps of

(e) querying the data warehouse to determine which terminals are located on sites at which a selected business activity is carried out; and

(f) selecting an advertisement for display which includes content related to that business activity.

8. A method according to claim 2, further comprising the steps of:

(e) querying the data warehouse to calculate a statistical distribution of the frequency of different transactions occurring at a terminal; and

(f) selecting an advertisement for display at the terminal dependent on the statistical distribution.

9. A method of selecting advertisements for display on and/or adjacent to a plurality of self-service terminals comprising the steps of:

(a) collecting environment data related to the environment of each terminal such as its location and/or the nature of businesses nearby the terminal;

(b) collecting advertising data related to the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times; and

(c) storing the collected data in a data warehouse.

10. A method according to claim 9, wherein the plurality of terminals are distributed across more than one deployer network.

11.   A method according to claim 9, wherein the data is collected and stored in real time or near real time.

12.   A method according to claim 9, further comprising the step of :

(d)   querying the data warehouse to determine the relationship between the effectiveness of an advertisement and the terminal on or adjacent which it is displayed.

13.   A method according to claim 12, wherein the effectiveness of an advertisement is measured by determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

14.   A method according to claim 9, further comprising the steps of

(d)   querying the data warehouse to determine which terminals are located on sites at which a selected business activity is carried out; and

(e)   selecting an advertisement for display which includes content related to that business activity.

15.   A method according to claim 9, further comprising the steps of:

(d)   querying the data warehouse to calculate a statistical distribution of the frequency of different transactions occurring at a terminal; and

(e)   selecting an advertisement for display at the terminal dependent on the statistical distribution.

16. A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data related to the environment of each terminal such as its location and/or the nature of a business nearby the terminal;

means for holding transaction data related to the type and time of transactions carried out at the terminal; and

the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on and/or adjacent to one or more of the plurality of self-service terminals.

17. A data warehouse according to claim 16, further comprising means for holding advertising data related to the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times.

18. A data warehouse according to claim 17, further comprising means for determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

19. A data warehouse according to claim 16, further comprising means for determining which terminals are located on or within a predetermined distance of sites at which a selected business activity is carried out.

20. A data warehouse according to claim 17, further comprising means for calculating a statistical distribution of the frequency of different transactions occurring at a terminal and selecting an advertisement for display at the terminal dependent on the statistical distribution.

21.   A data warehouse according to claim 16, further comprising means for determining which transactions occur at one or more terminal within a predetermined time period of an event such as a sporting event.

22.   A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data related to the environment of each terminal such as its location and/or the nature of a business nearby the terminal;

means for holding advertising data related to the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times; and

the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on and/or adjacent to one or more of the plurality of self-service terminals.

23.   A data warehouse according to claim 22, further comprising means for determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

24.   A data warehouse according to claim 22, further comprising means for determining which terminals are located on or within a predetermined distance of sites at which a selected business activity is carried out.

25.   A data warehouse according to claim 22, further comprising means for calculating a statistical distribution of the frequency of different transactions occurring at a terminal and selecting an advertisement for display at the terminal dependent on the statistical distribution.

26.   A data warehouse according to claim 22, further comprising means for determining which transactions occur at one or more terminal within a predetermined time period of an event such as a sporting event.

27.   A self-service terminal comprising:

display means for displaying advertising material;

network connection means for coupling the terminal to a self-service network;

means for receiving commands from the network which determine what advertising content is to be displayed on the display means and at what time; and

means for sending information to the network which identifies which transactions are occurring at the terminal and at what time they occur.

28.   A self-service terminal according to claim 27, further comprising means for sending information to the network which explicitly identifies what advertising material was displayed on the display means during a transaction at the terminal.

29.   A method of analyzing a self-service network comprising the steps of:

(a)   holding in a database data related to transactions performed by a terminal in the network and advertising content displayed on and/or adjacent the terminal substantially at the time of the transaction;

(b)   gathering terminal data from terminals in the network which is related to transactions performed by each terminal in the network and respective advertising content displayed on and/or adjacent each terminal;

(c)   entering the terminal data into the database; and

(d)   analyzing the terminal network by querying the data in the database.